GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:426
ANSWERED ON:14.08.2007
DOWNLINKING POLICY
Mahto Shri Tek Lal

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether certain important guidelines were issued on 11 November, 2005 under the Downlinking Policy;

(b) if so, the details thereof ;

(c) the details of metropolitan cities where the said guidelines have been implemented and the details of difficulties faced in the implementation of the said guidelines ;

(d) whether the Government proposes to effect some changes in the said guidelines relating to the Downlinking Policy; and

(e) if so, the details thereof ?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) : Yes, sir.

(b) : The downlinking guidelines require, inter-alia, that the entity applying for permission for downlinking a channel, uplinked from abroad, (i.e. Applicant Company), must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control; the applicant company must have a commercial presence in India with its principal place of business in India; the applicant company must either own the channel it wants to downlink for public viewing, or must enjoy, for the territory of India, exclusive marketing/distribution rights for the same, inclusive of the rights to the advertising and subscription revenues for the channel. The full text of the guidelines is available on the Ministry's website (www.mib.nic.in).

(c) : These guidelines are applicable all over India. The cable operators/DTH operators can transmit/re-transmit only those private TV channels which are permitted under the downlinking guidelines.The list of such channels is also available on the Ministry's website.

(d) : No, sir.

(e) : Does not arise.